

Message Text

UNCLASSIFIED

PAGE 01 BRASIL 07608 022031Z

17

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 DODE-00 NSAE-00 TRSE-00 ERDA-07

CIAE-00 COME-00 AGR-10 /035 W
----- 061985

R 021500Z SEP 75

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 1248

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS BRASILIA 7608

E.O. 11652: N/A

TAGS: BEXP; BR

SUBJECT: ALABAMA-MISSISSIPPI DISTRICT EXPORT COUNCIL

IOGA TRADE MISSION

QUOTE 1. BRAZIL POSTS WELCOME ALABAMA MISSISSIPPI EXPORT COUNCIL
IOGA TRADE MISSION ALONG LINES DISCUSSED IN STATE 135206 AND
BRASILIA 515. PRODUCT MIX AND APPROOACH DESCRIBED BY ADVANCE
OFFICER MAY PRESENT SOME MARKETING DIFFICULTIES IN CURRENT
BRAZILIAN CLIMATE UNLESS MANUFACTURES ARE READY TO DISCUSS
MANUFACTURING IN BRAZIL.

2. ADVANCE OFFICER FOR MISSION AND CONGEN LOCAL EMPLOYEE
DISCUSSED MARKET, WITH LOCAL AGENT FOR TAYLOR MACHINE. LOCAL
AGENT NOTED THAT RAPID GROWTH IN DEMAND FOR FORK LIFTS AND
FRONT END LOADERS HAS BEEN SUPPLIED ENTIRELY BY LOCAL
MANUFACTURE. ALTHOUGH HE IS REP. FOR SEVERAL FOREIGN
MANUFACTURERS HE HAS BEEN UNABLE TO SELL ONE IMPORTED
FORK LIFT AMONG THE 144 HE SOLD BETWEEN JANUARY AND JULY
31, 1975. THIS IS IN PART DUE TO RETAIL COST IN BRAZIL
OF IMPORTED FORK LIFT (215 PERCENT OF U.S. F.O. FACTORY PRICE.)
WE NOTE FORK LIFTS ARE PRINCIPAL PRODUCTS OF 2 OF 6 FIRMS
ON SUBJECT MISSION.

3. WE ALSO NOTE THAT ONE FIRM IS IN AGRICULTURAL EQUIPMENT
FIELD. THE MARKET FOR EITHER COTTON OR DRYING TRAILERS
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRASIL 07608 022031Z

IS SMALL TO NON-EXISTENT IN RIO DE JANEIRO AND BELO HORIZONTE

(NEITHER OF WHICH ARE IN COTTON OR GRAIN GROWING REGIONS).
DIRECT SALES MAY BE MADE IN THE SAO PAULO AREA TO GROWERS
OF CORN AND TO AGRICULTURAL EQUIPMENT DEALERS.

4. BRAZIL HAS CONTROLS ON STEEL IMPORTS. THESE WERE REPORTED
IN RIO A-33 OF APRIL 14, 1975.

5. THREE STEEL MILLS IN BRAZIL ARE THE PRINCIPAL CONSUMERS
OF METALLURGICAL COAL - CSN, USIMIAS AND COSIPA, LOCATED IN
RIO, BELO AND SAO PAULO, RESPECTIVELY. TO COVER MARKET
OPPORTUNITIES COAL VENDRS SHOULD PLAN TO MAKE SID-TRIP TO
BELO, WHICH WE CAN ARRANGE ALONG WITH APPOINTMENTS WITH CSN AND
CTIIPA.

(DETAILS ON STEEL SECTOR AND BRAZIL'S COAL REQUIREMENTS
ARE CONTAINED IN RIO A-05 AND RIO A-28).

6. OF SEVEN FIRMS CURRENTLY ON MISSION WE BELIEVE THAT SOUTHERN
FOUNDRY SUPPLY MAY HAVE THE BEST MARKETING PROSPECTS IN BRAZIL.
WE HAVE MADE DIRECT CONTACT WITH THE CHIEF BRAZILIAN IMPORTER
OF SCRAP METAL AND HE NOTES THE MARKET FOR THIS PRODUCT IS
FAIR AT PRESENT. THE LARGEST (AND VIRTUALLY THE ONLY) SCRAP
STEELIMPORTER IN BRAZIL IS RESIDENT IN RIO.

7. BRASILIA 515 ALSO RECOMMENDS THAT ALL MISSION MEMBERS BE
ADVISED TO CONSIDER JOINT-VENTURE OR LICENSING OPPORTUNITIES
IN BRAZIL (REFTEL, PARA. 3) RATHER THAN DIRECT SALES. WE
HAVE BEEN REINFORCED IN THIS FEELING BY SUBSEQUENT IMPORT
RESTRICTIONS IMPOSED BY THE GOB. THESE HAVE BEEN REPORTED IN
OUR A-142 OF AUGST 18, 1975.
CRIMMINS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BRASIL07608
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750303-0378
From: BRASILIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750990/aaaadbqh.tel
Line Count: 91
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 24 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 FEB 2003 by maustmc>; APPROVED <12 JAN 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ALABAMA-MISSISSIPPI DISTRICT EXPORT COUNCIL IOGA TRADE MISSION
TAGS: BEXP, BR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006